



# A Study on Impact of E Marketing on Consumer Buying Behaviour in Major Cities of Coimbatore

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## Abstract:

E-marketing is a process of planning and executing the conception, distribution, promotion, and pricing of products and services in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and satisfy customer demands. It has two distinct advantages over traditional marketing. E-marketing provides customers with more convenience and more competitive prices, and it enables businesses to reduce operational costs. As businesses offer e-marketing and online shopping, customers can get market information from their computers or cell phones and buy goods or find services without leaving home twenty-four hours a day and seven days a week (24/7). At the same time, e-businesses can reduce costs in distribution channels and physical store space and thus pass the savings on to customers. This article aims to evaluate the factors influencing the consumers to buy products, avail services and level of satisfaction derived during online purchase, to measure the influence of internet shopping through their experience, For the purpose of the study, due to time and other constrains, only 100 respondents are selected from the different part of the Cities of Coimbatore .For the sampling purpose convenient random sampling method was followed in this study

**Keywords:** Online marketing, Internet, Consumer Buying Behaviour.

## I Introduction

It has been more than a decade since e-commerce first evolved. Researchers and practitioners in the electronic commerce constantly strive to obtain a better insight in consumer behaviour in cyberspace. With the development of the retail e-commerce, researchers continue to explain e-attitude of consumers of different perspectives. Ecommerce is the buying and selling of the goods and services through online; internet is the best source to use this tool. Today, the amount of trade that is conducted electronically using e-commerce as

increased with a widespread usage of internet and technology. E-commerce includes transferring of funds through online, supply chain

Management, marketing over internet. The invention of the internet has created a new pattern of the traditional way people shop. Customers are no longer tied to the opening hours or specific locations; it may become active virtually at any time and any place to purchase products and services. The internet is relatively a new medium for the communication and the exchange of information which has become present in our daily lives. The number of internet users is constantly increasing, which highlights the significance that online purchasing is increasing rapidly. The Indian e-commerce scene, a decade ago was nothing worth writing home about. While brick and mortar retailers across the world watched the rise of online commerce industry warily, their Indian counter parts were at best unperturbed. Only a small fraction of the roughly 5 Million internet users in the late 1990s even transacted online. Faltering dial-up connections and text only browsing made the purchasing process cumbersome. But, the economics of online commerce, however, has changed so much since then. A combination of factors including a better eco-system, increased credit card penetration and a jump in internet users, reach to net services through broadband and easier access to information made this possible. Apart from this, the spending power of middle-class population is growing. These people have very little time to spend for shopping. Thus, many of them have started to depend on internet to satisfy their shopping desires.

### **1.1. Online Shopping**

Online shopping or online retailing is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-shop, e-store, Internet shop, web-shop, web store, online store, and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are e-Bay and Amazon.com, both based in the United States. Retail success is no longer about physical shop fronts evident by the increase of retailers now offering online store interfaces for buyers. With the growth in online shopping comes a wealth of new market footprint coverage opportunities for stores that can appropriately cater to offshore market demand and service requirements.

### **1.2. Area of the Study**

Coimbatore is the third largest city in Tamilnadu, with a population of more than 15 lakhs. There are more than 30,000 tiny small, medium and large industries and textile mills. The city is known for its entrepreneurship of its residents. The city is the second largest software producer in Tamil Nadu, next only to Chennai. Information Technology (IT) and Business Processing and Outsourcing (BPO) industry in the city has grown greatly with the launch of TIDEL Park and other planned IT parks in and around the city. It is ranked at 17th among the global outsourcing cities. Companies like Tata Consultancy Services, Cognizant Technology Solutions, IBM, Robert Bosch GmbH, Cameron International Corporation, Dell, and Wipro having a presence in the city.

### 1.3. Statement of the Problem

E-commerce has emerged as the non-boundary trade medium in the era of globalization. But, the adaption and usage of e-commerce is dependent on internet users in the country. There are a large number of people using internet and it is expected that the number of users might grow beyond 22 million which will be of great boom to e-marketing. In this background, e-commerce is expected to grow further and may dominate the business scenario. Hence, an attempt is made to study the consumers' perspective towards purchases of goods and services through online. Hence it is necessary to study on Impact of E Marketing on Consumer Buying Behaviour in Major Cities of Coimbatore.

### 1.4 Objectives of the Study

The major objectives of the present study are as under, namely

1. To evaluate the factors influencing the consumers to buy products, avail services and level of satisfaction derived during online purchase.
2. To contribute valuable suggestions to promote online marketing on the basis of the study.

### 1.5. Sources of Data

#### a) Primary Data

The major source of the data used to carry out the analysis is primary data. In order to fulfil the objectives set out a sample study was undertaken by the use of a well framed interview schedule and got them duly filled in. The first step in the collection of primary data is to identify the samples from Coimbatore district. The selection of samples would help the researcher to carry out a reliable analysis.

#### b) Secondary Data

The sources of secondary data include the publications and reports, various other unpublished reports of various other non-governmental organizations, unpublished research reports, doctoral thesis of various institutions, Books, Journal, Articles, Websites, and so on.

### 1.6. Sample Design

For the purpose of the study, due to time and other constrains, only 100 respondents are selected from the different part of the city, For the sampling purpose convenient random sampling method was followed in this study.

### 1.7. Period of the Study

The present study was conducted from August, 2021 to October, 2021 for collecting the necessary data to analyse and interpret the results of the surveyed data.

### 1.8. Statistical Tools and Techniques Employed

The objectives framed for the present study formed the basis of the identification of the relevant statistical techniques used to analyse and interpret the results, such as

1. Simple Percentage Analysis
2. Weighted Average Score

## II Result and Analysis

**Table.1: Demographic Profile of Respondents –Percentage Analysis**

Variables	Particulars	No. of respondents	Percentage
Age	Below -20 years	10	10
	20-30 years	45	45
	30-40 years	32	32
	40 years and above	13	13
	<b>Total</b>	<b>100</b>	<b>100</b>
Gender	Male	43	43
	Female	57	57
	<b>Total</b>	<b>100</b>	<b>100</b>
Marital Status	Married	62	62
	Unmarried	38	38
	<b>Total</b>	<b>100</b>	<b>100</b>
Educational Qualification	Up to school level	43	43
	Degree/Diploma	22	22
	Professional	35	35
	<b>Total</b>	<b>100</b>	<b>100</b>
Monthly income	Up to 10000	22	22
	10000-20000	40	40
	20000-30000	28	28
	Above 30000	10	10
	<b>Total</b>	<b>100</b>	<b>100</b>
Family size	One member	12	12
	Two members	14	14
	Three members	40	40
	Four members	34	34
	<b>Total</b>	<b>100</b>	<b>100</b>

**Source: Primary Data**

From the above table it is revealed that out 100 respondents majority (45 %) of the respondents selected for the study are 20-30 years of age group, majority (57%) of the respondents selected for the study are Female of gender group, majority (62%) of the respondents selected for the study are married, majority (50%) of the respondents selected for the study are Degree/Diploma as their educational qualifications, majority (40%) of the respondents selected for the study are receiving 10000-20000 of monthly income, majority (40%) of the respondents selected for the study are three members in their family size.

**Table .2: Satisfactions towards Buying Products through Online System**

S. No.	Satisfactions Towards Buying Products	Weighted Average Score	Rank
1	Purchasing Process	4.16	1
2	Technical Feasibility	3.85	2
3	Payment System	3.76	3



4	Delivery of Goods	3.76	4
5	Quality of Goods	3.59	5
6	Customer Care	3.26	6

**Source: Primary Data**

The above table showed that among the 6 mean scores of satisfaction towards buying products through online among the respondents ranged from 3.26 to 4.16 and the statement 1- “Purchasing Process” secured higher mean score and stood at top, whereas the statement 6- “Customer Care” secured least score and stood at last.

**Table .3: Satisfactions towards Availing Services through Online System**

S. No.	Satisfactions Towards Availing Service	Weighted Average Score	Rank
1	Purchasing Process	4.19	1
2	Technical Feasibility	3.86	2
3	Payment System	3.56	3
4	Customer Care	3.27	5
5	Quality of Service	3.44	4

**Source: Primary Data**

The above table showed that the 5 mean scores of influence towards availing service through online among the respondents ranged from 3.27 to 4.19 and the statement 1- “Purchasing Process” secured higher mean score and stood at top, whereas the statement 4- “Customer Care” secured least score and stood at last.

**Table. 4: Satisfactions towards After-Sales Service through Online System**

S. No.	Satisfaction Towards After-sales Service	Weighted Average Score	Rank
1	Customer Care	3.65	2
2	Response to complaints	3.33	4
3	Service Charges	3.36	3
4	Quality of Service	3.73	1
5	Time taken for Service	3.27	6
6	Intimation regarding-Service call	3.29	5

**Source: Primary Data**

The above table showed that the 6 mean scores of satisfaction towards after-sales service of products purchased through online among the respondents ranged from 3.27 to 3.73 and the statement 4- Quality of Service secured higher mean score and stood at top, whereas the statement 5- “Time taken for Service” secured least score and stood at last.

### III Suggestions

The following are the suggestions which will be of much help to the online retailers to improve their business as well as maintain a healthy relationship with their consumers, namely

1. Most of the respondents do not trust online shopping because there are no proper rules provided by the government to make purchase through online. To avoid these concept online retailers should get some rights like online consumers protection act from the government.
2. Most of the respondents were dissatisfied with the customer service experience during online shopping, which need to be addressed immediately by the policy makers to overcome the situation.
3. Some of the respondents felt that they have security threat in shopping online based on their transaction identification and online cheating, which are the reasons for hesitation to purchase online by some of the respondents. The online retailers shall ensure proper security and customer service will be extended to help the respondents shop extensively without fear.
4. Few of the respondents stated that some products were physically damaged when they received it through online and there is a need to improve on the quality of packing of the products when dispatched through online.

### IV Conclusion

In the modern era, the technology has made everything comfortable for everyone. Electronic commerce has become one of the essential parts in the Internet era. The internet has made it easier for us to acquire the goods. The technology has led into the new dimensions in the marketing of products and services. The change of internet usage pattern, attitude, perception, and the factor of diminishing interest on touch and buy reflects of respondent's enhanced preference towards online shopping. But, they have the fear over the internet fraud, deficiency in service and risk involved in it. The use of information technology and the emergence of more educated and demanding customers, the interaction between consumers and companies are fruitful in the value creating process. However the success of e-marketing lies in educating the consumers with the benefits such as time-saving, user-friendly and so on and the efforts that are made in eliminating the fear in the minds of the consumers regarding cybercrime, e-security risk and so forth.. The online shopping companies should concentrate on these issues and have to formulate the effective strategies to quell the negative impact of these factors to satisfy their consumers. The renewed interest among the respondents coupled with the change of strategies by online shopping companies in the aforementioned areas would ensure the radical development of online industry in India.

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